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August 20, 2004

Marlene H. Dortch, Secretary
Federal Communications Commission
445 Twelfth Street, S.W.
Washington, D.C. 20554

**Re: *Erratum to Motion for Extension of Time*
MB Docket No. 04-261**

Dear Ms. Dortch:

This letter serves as an Erratum to the Motion for Extension of Time filed on behalf of the American Advertising Federation, the American Association of Advertising Agencies, the Association of National Advertisers, and the Direct Marketing Association in the above-referenced proceeding, and is submitted to correct and replace that prior submission. Please contact the undersigned if there are any questions regarding this matter.

Very truly yours,

Davis Wright Tremain LLP

/s/ Ronald G. London
Ronald G. London
Counsel for American Advertising Federation
American Association of Advertising Agencies
the Association of National Advertisers
Direct Marketing Association

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

In the Matter of)	
)	
Violent Television Programming)	MB Docket No. 04-261
And Its Impact on Children)	

To: The Commission

Motion for Extension of Time

The American Advertising Federation, the American Association of Advertising Agencies, the Association of National Advertisers, and the Direct Marketing Association (collectively, the “Movants”), by their counsel and pursuant to Section 1.46 of the Commission's Rules, 47 C.F.R. § 1.46, hereby request that the Commission extend the comment date in the above-captioned proceeding by six weeks, to and including October 27, 2004 and similarly extend the reply comment date to and including November 30, 2004. Movants are trade associations who represent companies that advertise nationally using various media, including broadcast television, and who plan to participate actively in this proceeding.¹ In support of this extension request Movants state as follows:

The Commission released its Notice of Inquiry (“NOI”) in this proceeding on July 28, 2004, seeking comment on a broad range of issues concerning violent programming on television, what affect it has on children, whether the V-chip is effective, whether additional regulatory mechanisms may be needed to address violent programming, and what legal constraints may limit the ability of Congress and the Commission to regulate such programming.

¹ At this point, Movants cannot say whether they will file comments separately or in combination with other interested organizations.

The NOI established deadlines of July 15, 2004 for comments and July 28, 2004 for reply comments.

Movants hereby request that the Commission extend those comment dates to October 27, 2004 and November 30, 2004, respectively. An extension of time is warranted for several reasons. First, there are a number of open notice and comment proceedings in which industry participants are being asked to provide the Commission with substantive information.² An extension is necessary to enable Movants and others who are participating in the various proceedings to devote time to addressing the numerous questions presented in this inquiry. Second, the variety of significant issues raised in this proceeding merit input not only by those examining the legal and policy implications of regulating violence on television, but also by commenters who can explore the issues from an academic perspective. The current comment dates will not afford most academic commenters adequate time in which to fully participate in this proceeding. Third, as an inquiry that touches on so many scientific, factual, legal and policy questions, the Commission and the public would benefit from a decision to allow sufficient time to compile as complete a record as possible. Neither the Commission nor the public will be prejudiced by granting the requested extension.

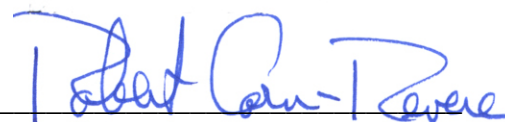
² See, e.g., Broadcast Localism (MB Docket No. 04-233); Retention by Broadcasters of Program Recordings (MB Docket No. 04-232); Annual Report to Congress on Video Competition (MB Docket No. 04-227; and À La Carte and Themed Tier Programming (MB Docket 04-207).

WHEREFORE, the American Advertising Federation, the American Association of Advertising Agencies, and the Direct Marketing Association respectfully request that the Commission GRANT the instant Motion for Extension of Time and EXTEND the comment deadline in this proceeding until October 27, 2004, with reply comments due on November 30, 2004.

Respectfully submitted,

American Advertising Federation
American Association of Advertising Agencies
Association of National Advertisers
Direct Marketing Association

By: _____



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